

MAY 26 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, Editor

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

FASHION CALENDAR

NOTE: For your convenience, events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, MAY 26, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 26-31	"BUY SOMETHING BRITISH" WEEK		
	All 5th Avenue store windows will feature British merchandise. Prize award for best display. Stores throughout country will also put on sale "Made in England" pins, retailing at \$1.50 and made of actual metal fragments of air bombs and anti-aircraft shells. Aid-to-Britain will receive 25% of retail price. Sponsored by N. Y. Committee to Aid Britain by Reciprocal Trade. Contact: John Stevenson, PL. 3-3048.		
Monday May 26	PRESS PREVIEW: NEW MANHASSET SHOP	LORD & TAYLOR	TAKE-OFF FROM L. & T.'S 5TH AVENUE ENTRANCE
Picnic Lunch	Promptly at noon, the Press will be whisked out to Manhasset for a picnic lunch and preview of Lord & Taylor's new Manhasset Shop which opens to the public Tuesday, May 27. Lord & Taylor will supply cars, a police escort, and a guaranteed return to town by 3:15 P.M. Publicity: Bernice Maguire, WI. 7-3300.		
Monday May 26 12:30 P.M. Luncheon	LUNCHEON FASHION SHOW	RUSSEK'S FIFTH AVE.	TRIANON ROOM HOTEL AMBASSADOR
	Benefit luncheon fashion show sponsored by the Phyllis Friedman League for Irvington House. Open to public. Admission, \$3. Press by invitation. Publicity: Beatrice Castle, WI. 7-1900.		
Monday May 26 12:30 P.M. Luncheon	BEAUTY LUNCHEON	ENDOCREME COMPANY	HOTEL ROOSEVELT MADISON AT 45TH ST.
	Beauty editors will meet Mr. Robert Rheinstrom, President of Endocreme, who will tell "all", and answer questions about the cream with the remarkable ingredient. By invitation. Contact: Clare Elliott, MU. 2-7340.		
Tuesday May 27	RELEASE DATE, VYVYAN DONNER ALL-COTTON FASHION SHORT		
	Tieing up with the times and giving cotton fashions their due, Vyvyan Donner will take a cotton-clad troupe of actresses on location to Mitchell Field, Long Island on May 24, there to "shoot" town and spectator cotton fashions to wear on visits to soldier-sweethearts. Newsreels the country over will show this short from May 27th on. Publicity: Baldwin, Beach & Mermey, MU. 4-1075.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 27 4:00 P.M.	PRESENTING MODERN "TWINDERELLA STORY"	SAKS 5TH AVENUE & MADEMOISELLE MAGAZINE	SAKS SILHOUETTE SALON 50TH STREET
	A "before and after" story! Members of the fashion and beauty press over a month ago met the Strank twins, Vivienne Strank Updyke and Violet Strank Lehman of Wellsville, Mo., winners of Mademoiselle's and Saks Fifth Avenue's "Make the Most of Yourself" contest. Now, they will see unfolded a twin-Cinderella or "Twinderella" Story the like of which could only be possible through the combined efforts of Mademoiselle Magazine, Saks' Silhouette Shop, Antoine's hair ministrations and Saks clothes-creations. It took a month to work this magic! The press may see for itself! By invitation. Dorothy Harness, PL. 3-4000.		
Tuesday May 27 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES	ETHEL TRAPHAGEN, DIR. OF TRAPHAGEN SCHOOL	STATION WQXR
	Miss Ethel Traphagen and two young Traphagen designers, Jeanne Lytell and Wm. Griffin, will appear with Miss Alice Pentlarge of the Metropolitan Museum staff. Topic: "Tomorrow's Designers Look at Yesterday's Fashions." Publ. Alice Pentlarge, RH. 4-7690. WQXR: Dorothea Beckman, CI. 5-5566.		
Wednesday May 28 1:15 P.M. Luncheon	BELMONT FASHION SHOW: "DIAMOND PURSE PROMENADE"	SAKS 5TH AVENUE & PAUL FLATO, JEWELER	BELMONT CLUBHOUSE ELMONT, LONG ISLAND
	3rd in series of Wednesday luncheon fashion shows held on new Fashion Terrace of Belmont Clubhouse. The glittering fashion presentation, "Diamond Purse Promenade", will tie-in with the feature race of the day, dubbed "Diamond Purse". Feature of show: <u>million dollar diamond purse</u> created by Paul Flato, jeweler. Admission to Clubhouse, \$4. Buffet luncheon (from 12:30), around \$1.25. Press by invitation only. Publicity: Joan Becker, Fieldstone 3-8600.		
Wednesday May 28 6:00 P.M. (Postponed from 5/22)	FASHION SHOW: "BEACH BREVITIES"	OPPENHEIM COLLINS	35 WEST 34TH STREET
	Much ado, as usual at Oppenheim Collins' 6 o'clock fashion show (on Wednesday instead of Thursday night this week because of the Decoration Day holiday). Six Samba Sirens from Club Copacabana will act as mannequins. Judges: John Buckmaster, Russell Market, McClelland Barclay and others. Mistress of ceremonies: Peg Read, WI. 7-8200.		
Saturday May 31	MORRIS & ESSEX KENNEL CLUB DOG SHOW	MORRIS & ESSEX KENNEL CLUB	GIRALDA FARMS MADISON, NEW JERSEY
	The no. 1 competitive event of the dog world, drawing record society crowd to beautiful estate of Mrs. Hartley Dodge. Open to public. Admission, adults \$1, children, 50¢. Further information from Morris & Essex Kennel Club, RE. 7-2442.		
Monday June 2-5	NEW ENGLAND SHOE AND LEATHER SHOW	NEW ENGLAND SHOE AND LEATHER ASSOCIATION	STATLER & PARKER HOUSE BOSTON, MASSACHUSETTS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 2-5	N. R.D.G.A. MID- YEAR CONVENTION	NATIONAL RETAIL DRY GOODS ASSOCIATION	STEVENS HOTEL CHICAGO, ILLINOIS
	Important: Monday, 2 P.M. Session--first public announcement of Fashion Originators Guild new style and design protection plan by Albert M. Post, Exec. Dir. of Guild. Tuesday, 10 A.M. Session--problems of selling under the Wool Labeling Law will be presented and thrashed out by Mr. Lew Hahn, Gen. Mng. N.R.D.G.A. and Mr. Henry Miller of the F.T.C., Washington. For further information, contact: E. S. Hoyt, CH. 4-7313.		
Monday June 2-9	OPENING OF QUALITY FUR COAT COLLECTIONS	QUALITY FUR MFGS.	INDIVIDUAL SHOWROOMS
	Many Quality houses developed Fall samples as early as May 15, but these were inspirational models for summer remodeling and early August Fur Sale commitments. Complete fall collections will not be shown before Mon., June 2 or Mon., June 9. Publicity: Rose Newman (Assoc. Fur Coat & Trim. Mfgs.), PE. 6-4858.		
Monday June 2-21	OPENING DATE: WARNER BROS. CORSET COURSE	WARNER BROTHERS FACTORY	BRIDGEPORT, CONN.
	As constructive a form of corset-education and apprenticeship as this industry has devised! A 3-week course, given <u>free</u> in Warner factory to 25 applicants. These may be saleswomen suggested by stores or jobless girls who want to prepare for corset-selling. Every student goes through the factory making a corset, learns all operations and fits every type of figure - good or bad. Doctors lecture on Anatomy. Last year's course, first of its kind, brought employment to all who took it. Only expenses, living, and Warners recommends approved quarters. Applications to Mrs. Virginia Hall Wellwood. Publ. Mrs. Jean Gordon, Warner Bros., Bridgeport.		
Monday June 2-28	OPENING DATE: McDOWELL SUMMER COURSES	McDOWELL SCHOOL OF COSTUME DESIGN & FASH. ILLUSTRATION	71 WEST 45TH ST.
	Registration now under way for 4 or 6-week all-day or half-day courses in Costume Design, Fashion Illustration, etc. Address School, above, or telephone: BR. 9-3085.		
Tuesday June 3 3:00 P.M.	PRESS SHOWING: BRITISH EXPORT FASHIONS	WOMEN'S FASHION EXPORT GROUP OF LONDON	HOTEL ASTOR ROOF GARDEN
	Clear of the customs at last, 2000 British fashions representing the creative effort of over 80 British manufacturers will make their American début at a special showing for the Fashion Press on June 3, by invitation. Beginning June 4, the Collection will be shown to invited retail store buyers and executives from all over the country, in showrooms on the Hotel Astor's 2nd floor. Director of Group, Percy Trilnick. Publicity: Jean Smith, VO. 5-2600.		
Wednesday June 4-13 10 A.M.- 5:00 P.M.	49TH ANNUAL EXHIBIT Work of students in all departments will be on exhibit. CLASS DAY exer- cises, June 6, 2:30 P.M. Contact: Mrs. M. R. Robinson, CA. 5-2973.	N. Y. SCHOOL OF APPLIED DESIGN FOR WOMEN	160 LEXINGTON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 4 1:15 P.M. Luncheon	BELMONT FASHION SHOW- TINGONA FUR FASHIONS	12 FUR CREATORS & ERIK, THE MILLINER	BELMONT CLUBHOUSE ELMONT, LONG ISLAND
	Last of Wednesday luncheon fashion shows staged on new Fashion Terrace of Belmont Clubhouse will highlight approximately a dozen fur fashions in Tingona Lamb (processed by Eitingon Gregory), with hats by Erik, the Milliner. Clubhouse admission, \$4. Buffet luncheon (from 12:30 on) around \$1.25. Press by invitation only. Contact: for Tingona: Sophie Goode, MU. 3-3171. For Belmont, Joan Becker, Fieldstone 3-8600.		
Wednesday June 4 4:30 to 7:30 P.M. Cocktails	FINALS: NATIONAL SEWING CONTEST	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF ASTORIA HOTEL JADE ROOM
	The 4 champion amateur sewers of America, finalists in nation-wide sewing contest, will be presented to the fashion press. By invitation only. Winners will be introduced nationally over C.B.S. network (4:15 to 4:30 P.M.) by C.B.S. Fashion Editor, Rosellen Callahan. Publicity: Julie Medlock, EL. 5-5580.		
Wednesday June 4 10:00 P.M. On.....	GALA OFFICERS' BALL	OFFICERS, 77TH DIVISION, U.S. ARMY	VANDERBILT MANSION 640 FIFTH AVENUE
	For the first time in the more than 60 years since it has been one of New York's most famous midtown landmarks, the elegant Vanderbilt Mansion, soon to be razed to make way for a gigantic office building, will throw its forbidding bronze gates wide to the public in celebration of the Officers Ball, held for the benefit of the United Service Organizations for National Defense. Tickets, \$10 each, including supper, from Burden Littell Bureau, Bonwit Teller's, EL. 5-6800. Publicity: Helen Havener, CH. 3-3623.		
Thursday June 5-14 10 A.M. to 10:00 P.M.	18TH ANNUAL EXHIBIT	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
	Work of pupils of the day and evening school. Special attraction: Pan-American Tea, June 6 & 7, 4 to 6 P.M. Publ. Ilona Rosenfeld, CO. 5-2077.		
Thursday June 5 12:30 P.M. Luncheon	GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF ASTORIA HOTEL SERT ROOM
	4th annual graduation luncheon. For graduates and guests, by invitation only. Publicity: Leo Guild and Ezra Goodman, CI. 6-9660.		
Thursday June 5 5:00 P.M. Cocktails	2ND EDITION- "PREVIEW OF AMERICAN DESIGNS"	FOUKE FUR COMPANY	RITZ CARLTON HOTEL GRAND BALLROOM
	Command performance, sponsored by the Fouke Fur Co. and coordinated and directed by Vyvyan Donner, Fox Movietone News. Patterned after last year's highly successful "1940 Preview of American Designs". Top-to-toe coordination in fall costumes from 30 important American designers, each with its appropriate Alaska sealskin coat or wrap, demonstrating adaptability of Alaska sealskin for all occasions. Fashion Commentator: Vyvyan Donner. Publicity: Zanville Diamond, PL. 3-5252.		
Monday June 9	FIRST SHOWING, FALL BLOUSE COLLECTION	MITCHELL & WEBER	1372 BROADWAY
Monday June 9- July 2	AQUEDUCT RACE MEET	QUEENS COUNTY JOCKEY CLUB	AQUEDUCT, LONG ISLAND

FALL OPENING DATES, FASHION ORIGINATORS GUILD HOUSES

NOTE: Because you will find the listing of Fall Opening Dates of the F.O.G.A. Houses more convenient to work from as a unit, we are therefore grouping them together instead of listing them chronologically as is our usual custom.

FOGA DRESS AND COSTUME SUIT COLLECTIONS

JUNE 9	DICK, SAMUEL H., INC.	246 W. 38TH	JUNE 24	AYWON DRESS CO.	1400 B'WAY
				BASS, WM. DRESS CORP.	530 7TH AVE.
JUNE 10	ARMOUR, CHARLES, INC.	498 7TH AVE.		BENDER & HAMBURGER	498 " "
				DOLCES DRESS, INC.	550 " "
JUNE 12	LANG-KOHN, INC.	525 7TH AVE.		GERRICK, ED, INC.	" " "
				HALPERT, JOSEPH, INC.	530 " "
JUNE 16	BABS JUNIOR, INC.	1372 B'WAY		INTERNATIONAL DRESS	
	BARNETT, JOSEPH & BEN	498 7TH AVE.		CO., INC.	1440 B'WAY
	CRYSTAL, DAVID, INC.	498 " "		JUNIOR LEAGUE FROCKS	1372 "
	ELFREDA, INC.	" " "		PARNIS-LEVINSON, INC.	530 7TH AVE.
	HORWITZ & DUBERMAN	" " "		RENTNER, IRA-MILLER	498 " "
	MONARCH GARMENT CO.	512 " "		TROY, HANNAH, INC.	530 " "
	SALKIN, PHILIP, INC.	530 " "	JUNE 25		
	WARSHAUER & FRANCK	1372 B'WAY		FRIEDLANDER, SAM, INC.	530 7TH AVE.
JUNE 17	ARKAY JUNIOR FROCKS	498 7TH AVE.		HERBERT, MYRON, INC.	" " "
	CAPRI FROCKS, INC.	1372 B'WAY		PARNES, PAUL, INC.	498 " "
	JUNIOR FORMALS, INC.	498 7TH AVE.		PARNIS, JERRY, INC.	530 " "
	MAIRELL, INC.	530 " "		RUFFOLO BROS., INC.	31 W. 47TH
	MARGOT DRESSES, INC.	498 " "		SONDHEIM, HERBERT, INC.	530 7TH AVE.
	ROBBINS, C.H.D., CO.	1375 B'WAY		SPECTATOR SPORTS, INC.	15 W. 47TH
JUNE 19	WITLIN & SCHNEIDER	1400 B'WAY	JUNE 26		
				BLOTTA & CONTI, INC.	498 7TH AVE.
JUNE 23	DEITSCH, WERSBA &			DUKE, ANNA, INC.	" " "
	COPPOLA, INC.	512 7TH AVE.		MILGRIM	6 W. 57TH
	GANS, HENRY	550 " "		MIL-JAY, INC.	530 7TH AVE.
	GOODMAN, A. & CO.	530 " "		RENTNER-LEONARD, INC.	498 " "
	LA RUE DRESSES, INC.	550 " "	JUNE 27		
	MARY LEE, INC.	498 " "		KASS, SAMUEL GOWNS, INC.	498 7TH AVE.
	PICKWICK DRESS CO.	1400 B'WAY	JUNE 30		
	PIERROT DRESS CO.	498 7TH AVE.		GALLAGHER, LOUISE BARNE	37 W. 47TH
	REICH-GOLDFARB & CO.	530 " "		MONTEIL, GERMAINE, INC.	36 W. 47TH
	WESTHEIM, DAVID S., CO.	1400 B'WAY		PATTULLO MODES, INC.	498 7TH AVE.
			JULY 7		
				KONDAZIAN, CHAS. &	
				PAPAZ	37 W. 47TH

FOGA SPORTSWEAR COLLECTIONS

JUNE 9

SPORT-CRAFT, INC. 550 7TH 10:30 & 2:30
STAR-MAID DRESSES 498 " All day

JUNE 10

ADLER & ADLER 550 7TH 10:30 & 2:30
KANE-WEILL, INC. 498 " 10:30 & 2:30

JUNE 11

DAVIDOW, INC. 550 7TH 2:30
GOODSTEIN, DAVID M. " " 10:30 & 2:30
MUTUAL ROSENBLUM 498 " 10:30 & 2:30
*STEINBERG, SAM & CO. " " 10:00, 12:30
& 2:30

JUNE 12

NUDELMAN, CHAS. W. 550 7TH 10:30 & 2:30
ROSENBERG, ZOLTAN " " All day

* By popular demand Sam Steinberg is adding a special mid-day showing (on mannequins) at 12:30 sharp.

STILL TO BE ANNOUNCED

BARRACK, ROSE, INC.
BELLSEY, DAVID, INC.
CARNEGIE, HATTIE, INC.
CASINO DRESSES, INC.
DAVIS, A., & SONS, INC.
FOX-BROWNIE, INC.
FRANKLIN DRESS CO.
GORGEOUS FROCKS, INC.
JUNIOR GUILD FROCKS, INC.
KAPLAN & GRABOIS, INC.
LANG, CHAS.-COOPER, CHAS., INC.
LEVINE, JOE, DRESS CO., INC.

MILLER, CHARLES, INC.
MILMONT GOWNS, INC.
REIG, BEN, INC.
REN-ETA GOWNS, INC.
RENTNER, MAURICE, INC.
ROSENSTEIN, NETTIE GOWNS, INC.
ROSENTHAL & KALMAN CO., INC.
RUDOLF GOWNS, INC.
SCHWADE, WILLIAM, INC.
SILVER DRESSES, INC.
STRAUS-MILLER, INC.

* * * * *

BACK TO CHRONOLOGICAL LISTING

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

Tuesday
June 10

OPENING OF CHILDREN'S WEAR FALL LINES

INDIVIDUAL SHOWROOMS

Thursday
June 12
2-7 P.M.

ANNUAL GREENTREE FAIR MRS. PAYNE WHITNEY

MANHASSET, L. I.

Fun for everyone, and proceeds, as usual, to Babies' Milk Fund of N.Y. Feature attractions: circus with live elephant for the younger generation; beer garden and auctions for grown-ups. Fashion Show, featuring Mary Lewis fashions, under direction of Mrs. T. Reed Vreeland of Harper's Bazaar. Open to public. Admission: adults, 50¢, children, 25¢. On Mrs. Payne Whitney's Manhasset estate. Contact: Mrs. Charles Payson, RE. 4-7980.

Thursday
June 12
6:00 P.M.

FASHION SHOW: "MAN-
HATTAN AT MIDNIGHT"

35 WEST 34TH STREET

Another 6 o'clock party at Oppenheim Collins, with a review spotlighting fashions Manhattan wears at midnight! All in Celanese fabrics. French crooner, Jean Sablon, will be among the stage and screen stars present. Mistress of Ceremonies: Peg Read, WI. 7-8200.

Saturday
June 14

YALE-HARVARD ROWING REGATTA AT NEW LONDON ON THE THAMES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 16 Cocktails	FALL WOOL-KNIT FASHION SHOW	WOOL KNIT ASSOCIATES	RITZ CARLTON HOTEL GRAND BALLROOM
	One month ahead of last year, for convenience of buyers coming to market early--a complete presentation of wool-knits for fall, including dresses, suits, sportswear, coats, evening gowns, campus knitwear, and wool knit lounging fashions. Fashion show under direction of June Hamilton Rhodes. Admission by card only. Contact: Miss Anderson, Bureau of Fashion Trends, WI. 7-7476.		
Wednesday June 18 Time ???	SUMMER FASHION SHOW	LORD & TAYLOR RED CROSS BENEFIT	MANHASSET, L. I.
	Lord & Taylor summer fashion show for benefit of Red Cross, in beautiful Manhasset rose garden of Mrs. Frederik Lunning. Publicity: Bernice Maguire, WI. 7-3300.		
Wednesday June 18 Cocktails (Note change of date)	AMERICAN OPOSSUM AND WOOL FASHION SHOW	BUREAU OF FASHION TRENDS	RITZ CARLTON HOTEL GRAND BALLROOM
	Details in next issue of FASHION CALENDAR. Publicity: June Hamilton Rhodes, WI. 7-7476.		
Week of June 23	FIRST SHOWING- MOLYNEUX' MYRON HERBERT, INC. "MADE IN AMERICA" COLLECTION		530 SEVENTH AVENUE
	Dresses, costume suits and dinner clothes, created by Molyneux on his recent visit to America - will be shown to franchise holders only. Franchises granted on exclusive basis to one store in a city. Tentative plans call for press preview at Ritz Carlton June 23. Details next week. Contact: Mr. Myron Herbert, CH. 4-2322.		

NOTE: In view of the trend toward close coordination between fashions in clothes and fashions in home furnishings (remember Lord & Taylor's window promotion of Pahlmann Rooms planned around ready-to-wear fashions, or vice-versa?), we are departing from our established policy of listing only fashion dates, to include these few important dates in the fall Home Furnishings calendar.

Week of June 23 Thru 30	FALL CURTAIN AND DRAPERY SHOWINGS	INDIVIDUAL MFGS.	NEW YORKER HOTEL, FURNITURE MARKET & N.Y. FURN. EXCHANGE
	Under management of Mr. H. M. Waters, 10 East 16th Street, GR. 7-8318.		
Week of June 23	FALL SHOWING: DECORATIVE FABRICS	DESLEY FABRICS	40 EAST 34TH ST.
	Comprehensive collection of Fall decorative fabrics for draperies, slip covers, bedspreads and upholstery. Open to trade and press. Publicity: Mrs. A. Fontaine, MU. 6-7077.		
Monday July 14	VANDERBILT CHINA & GLASS SHOW	INDIVIDUAL CHINA & GLASS MANUFACTURERS	HOTEL VANDERBILT
	Under management of Mr. Charles Sebring, Edward M. Knowles Co., Newell, West Virginia.		
Monday July 21	NEW YORK LAMP SHOW Under George Little management, 220 5th Avenue, AS. 4-3161	INDIVIDUAL LAMP MFGS.	HOTEL NEW YORKER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>BACK TO CHRONOLOGICAL LISTING</u>			
Tuesday June 24 2-4 P.M.	CHILDREN'S WEAR FALL FASHION SHOW AND CLINIC	PARENTS' MAGAZINE	PENNSYLVANIA HOTEL GRAND BALLROOM
	Parents' Magazine's semi-annual fashion show, directed by Betty Green. Dramatizing children's and teen fashions for fall and winter. 70 children, aged 1 to 16, will act as mannequins. Existing market conditions will be analyzed by experts. Tickets, \$2.50. Reservations from Parents' Magazine, 52 Vanderbilt Avenue, CA. 5-6810.		
Tuesday June 24 4:00 on...	PRESS PREVIEW: FALL CORSETS	ARTISTIC FOUNDATIONS	417 FIFTH AVENUE
	Special press showing of Flexees' new fall foundations: Publicity: Joyce Hirshon, BR. 9-9350.		
Wednesday June 25	POUGHKEEPSIE ROWING REGATTA, POUGHKEEPSIE ON HUDSON		
Thursday July 3-26	EMPIRE RACE MEET	EMPIRE CITY RACING ASSOCIATION	YONKERS, NEW YORK
Monday July 7	OPENING DATE: TRAPHAGEN SUMMER COURSE	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
	Registration now under way for 6-weeks' summer session. Catalogue on request. Address, Miss Ethel Traphagen at above address, or telephone, CO. 5-2077.		
Week of July 7	PROBABLE OPENING DATE, CHRISTMAS LINGERIE LINES		
	A month earlier than usual in effort to forestall possible rising prices and retarded deliveries.		
Week of July 7	OPENING OF FALL COR- SET & BRASSIERE MARKET	ASSOC. CORSET AND BRASSIERE MFGS.	VANDERBILT & McALPIN HOTELS & INDIVIDUAL SHOWROOMS
	Earlier Opening than usual to avoid delivery difficulties. For further details, Mr. Sylbert: MU. 3-1593.		
Monday July 14	WOOL PRODUCTS LABELING ACT GOES INTO EFFECT		
	For Consumer-Retailer Council booklet on "Informative Labeling" address: Mr. Roger Wolcott, Exec. Sec., National Consumer-Retailer Council, 8 West 40th St. Single copies, 25¢ plus N.Y.C. Sales Tax. 10% discount on 10 to 24 copies, 25% discount on 25 or more.		
Monday July 14- July 25	SUMMER COURSE IN TEXTILE TESTING	UNITED STATES TESTING COMPANY	1415 PARK AVENUE HOBOKEN, NEW JERSEY
	Classes limited to 20 students with some elementary training in Textiles or Home Economics. No charge for course. Apply to Miss Codish, 1415 Park Avenue, Hoboken, N.J., Hoboken 3-3166.		
Tuesday July 22 7:30 P.M. Dinner	FALL MILLINERY FASHION SHOW	MILLINERY STABILIZA- TION COMMISSION	ASTOR HOTEL GRAND BALLROOM
	The big fall fashion presentation of Millinery Industry. High-style to popular-priced hats. Exhibitors, special attractions and admission cost in later issue of CALENDAR. Publ. Margery Hartman, CH. 4-6547.		

PLEASE NOTE!

Several stores, wishing to send buyers to the more important out-of-town markets, have asked us to list the important out-of-town Fall Opening Dates.

June 1.....	Opening date,	St. Louis Fall Lines
June 4.....	" "	Chicago Fall Lines
July 13.....	" "	Los Angeles Fall Lines
July 20.....	" "	Dallas and Fort Worth Fall Lines
Aug. 3.....	" "	San Francisco Fall Lines
Aug. 3.....	" "	Kansas City Fall Lines

HOLIDAYS AHEAD

May 30 MEMORIAL DAY
June 14 FLAG DAY
June 15 FATHER'S DAY
June 21 FIRST DAY OF SUMMER
July 4 INDEPENDENCE DAY
Sept. 1 LABOR DAY

May 24-31 NATIONAL TENNIS WEEK
June 9-14 NATIONAL LUGGAGE & LEATHER GOODS WEEK
June 23-28 NATIONAL SWIM-FOR-HEALTH WEEK
Sept. 21-27 NATIONAL DOG WEEK
Sept. 22-27 THE SILK PARADE
Sept. 27 COLLEGE FOOTBALL SEASON STARTS

* * * * *

IMPORTANT FIRST NIGHTS IN THEATRE, CINEMA AND NIGHT SPOTS

Thursday "WOMEN AREN'T ANGELS" Broadhurst Theatre 235 West 44th Street
May 29 Farce by Vernon Sylvaine. Publicity: C. P. Greneker, CI. 6-9500.
(Advanced from 6/4)

Friday OPENING - MADISON SQUARE GARDEN DANCE FESTIVAL MONTE PROSSER Madison Square Garden
May 30 Boogie-Woogie big-wigs Benny Goodman, Larry Clinton and Charlie Barnet to snare Jitterbugs. Admission, 66¢ and 88¢. Saturday and Sunday matinées. Publicity: Jack Diamond, CI. 7-4900.

Thursday JEAN SABLON OPENS AT THE VERSAILLES 151 East 50th Street
June 5 American night club début of romantic Parisian singing star. Publicity: Dorothy Ross, BR. 9-5906.

Thursday OPENING NIGHT, STADIUM OUT-DOOR CONCERTS Lewisohn Stadium
June 19 All-Tchaikowsky program conducted by Arthur Rodzinski, director Cleveland Orchestra. Admission, 50¢, \$1 and \$1.50; tables for 8, \$12. Publicity: Stadium Concerts, CI. 7-7575.

Friday "BLOSSOMS IN THE DUST" (M.G.M. Technicolor Picture) Capitol Theatre
June 27 Greer Garson and Walter Pidgeon - in color. Publicity: Art Schmidt, BR. 9-7800.

June ??? "SNOKIE" ???
Farce by Thomas A. Johnstone. Producers: Olsen & Johnson. Publicity: C. P. Greneker, CI. 6-9500.

WHERE TO LUNCH

BAROQUE RESTAURANT 14 East 53rd Street
Small but smart. You'd better make reservations! EL. 5-4195